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Inside Information

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VIDEO PARTNERSHIP IN OREGON

Bruce Johnson, Extension Electronic Media Specialist at Oregon State University, has been developing videotape distribution partnerships with video stores and large discount chains in his State. This past summer Bruce worked with the Bi-Mart company, which has 33 discount stores in Oregon, test marketing his ideas in the Eugene-Springfield area.

The Oregon State University Extension Service provided videotapes on a no charge rental basis while the store provided shelf space in its videotape rental sections, employee time checking the tapes in and out, and free advertising. Bruce selected tapes from a series he had produced on food preservation, a hot topic in Oregon. Three tapes from the series were placed in the six Eugene area Bi-Mart stores from July 1 to October 1.

To better advertise the tapes in the stores, Bi-Mart prepared signs for the food preservation sections of its stores, advertising the tapes and directing people to the video photo section of the store. While all the results aren't in yet, Bruce says the test market appears to have been a success. Bi-Mart has provided him with the names and addresses of those who checked out the tapes so he can do a follow up evaluation. But the partnership has not ended there. Bruce is now working with Bi-Mart on placing tapes about weatherization in all the Bi-Mart stores this fall.

In addition, Bruce is talking with other video distributors about joining in this partnership. Another large retail chain has shown an interest in using tapes from the Oregon Extension video library in point-of-purchase video displays planned for the garden and home improvement sections of its stores.

Partnerships like these are a natural for Extension, says Bruce, who feels that one of the great challenges ahead for Extension communicators is to get into video publishing and distribution as quickly and viably as possible.

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ANIMAL HEALTH INFORMATION SERVICE

As promised last April, the "Animal Health Information Service" went live October 1 over the "USDA Online" service to subscribers of electronic information through the ITT Dialcom system.

The first offerings were from ARS's Hank Becker and FSIS's Herb Gantz. ARS listed current animal health production and protection research projects throughout the country. They were part of the ARS quarterly report to Congress. FSIS provided a list of addresses and telephone numbers of USDA meat and poultry inspection offices, the name of the person in charge and the states they serve; the monthly report of diseased livestock and poultry slaughtered in the U.S.; a catalog of technical publications (free and for sale); and a list of free consumer publications available for the asking.

Russell Forte, of Special Programs Division in USDA's Office of Information, who coordinates the service, said the effort is one of many agencies and other departments of the Federal Government and is an excellent example of how agencies can pool their isolated bits of information on a given subject through electronic information services and by doing so develop a useful service in a single place people can find. The outcome is everyone gets better display of their own animal health information and the work of their agency proceeds better.

Additional agencies participating are APHIS, CSRS, ES, and FDA. Forte invites other agencies to join the service if they have useful animal health information to offer the public. They can contact him at (202) 447-5505 or drop a message in his Dialcom mailbox, AGRO10.

To access the Animal Health Information Service, type "USDA AHIS" at the system prompt, or once you've gotten into "USDA Online" enter AHIS at the menu prompt.

NATIONAL RANGE CONFERENCE

The National Range Conference will be held Nov. 6-8 at the Century Center Hotel in Oklahoma City, OK. The theme will be "Opportunities for the Future."

For additional information and registration contact: National Range Conference, c/o Gene Sawyer, Oklahoma State Association of Conservation Districts, 2800 N. Lincoln Blvd., Suite 160, Oklahoma City, OK 73105.

FOREST SERVICE PHOTOS MOVE

USDA's Forest Service has entered into a unique interagency agreement with the National Agricultural Library (NAL) to house the Forest Service historical photo collection. The pilot program allows the Forest Service to maintain the collection with the assistance of an agency that is able to handle storage and retrieval of great quantities of material.

The collection will become part of the special Collections section of NAL at Beltsville, Maryland. Bill Hauser, former head of the Forest Service photo library, has moved to NAL to work in expanding the Special Collections section, which contains still photos, rare books, motion pictures, and audio-visual programs. Ultimately, the photos will be reproduced on a laser video disk for distribution to Forest Service field offices.

For more information call Marty Longan at (202) 475-3777.

USDA'S HANDICAPPED EMPLOYEE OF THE YEAR

USDA has selected Joe Meade, who was featured in "Inside Information" earlier this year, as its Handicapped Employee of the Year. Joe, who was blinded in an automobile accident in 1976, was scheduled to be in Washington, DC, with his family on Oct. 7 to receive the award from Secretary Block.

Joe began his federal career with the Forest Service at the Lava Lands Visitor Center near Bend, Oregon. In the eight years he has been with the agency, he worked in various information positions on the Deschutes and the Ochoco National Forests in Oregon. He is currently the Ochoco National Forest Information Officer. In this position, he has also worked as a Fire Information Officer, managing the information operation on a large fire in Montana during last year's devastating blazes.

Joe's latest accomplishment is the acquisition of a "talking computer." The synthesizer, the only one of its kind throughout the Forest Service, translates written messages and documents into oral information. Joe "reads" by listening to his synthesizer.

VETERAN INFORMATION SPECIALIST AVAILABLE

Ron Francis, a veteran information specialist with a strong broadcasting background, is interested in a land grant university or government position.

Francis has been manager of the National Cattlemen's Association Denver-based information services the past 10 years. Previously he was a radio specialist with the University of Kentucky for about 4-1/2 years. He has a master's degree in broadcast journalism from Utah State University.

He can be reached at 7331 South Wellington Street, Littleton, Co 80122, or by calling (303) 797-2427.

CORNELL EXTENSION HAS NEW DIRECTOR

Ruth Allen has been appointed director of Cornell University Cooperative Extension programs in New York City, effective Oct. 10. She succeeds Eugene Ezersky, who retired earlier this year.

Allen will be responsible for program and administrative leadership of a staff of more than 100. Cornell Cooperative Extension in New York City conducts informal educational programs in home economics and nutrition, urban horticulture, 4-H youth development, and housing.

MARCUS WALLENBERG PRIZE AWARDED

University of Wisconsin-Madison wood researcher T. Kent Kirk is the recipient of the Marcus Wallenberg Prize. This prestigious forestry award was presented to Kirk recently by Sweden's King Carl Gustaf in an awards ceremony in Falun, Sweden. Kirk, a research project leader at the USDA Forest Products Laboratory in Madison, received the award for his research in fungal degradation of wood. He is the first U.S. citizen to receive the award.

NEW CHAIRMAN OF COMMUNICATIONS

The Tennessee Agricultural Experiment Station named Bonnie P. Riechert chairman of communications. Prior to joining the staff in 1982, she was a science writer and news editor for the Georgia Experiment Station.

ELECTRONIC GOLDMINE SEMINAR NOV. 4-6

The Information Industry Association (IIA), a trade organization and net-working group, represents over 400 corporations. These organizations include database producers and distributors, videotex providers, electronic and print publishers, abstractors, indexers, information brokers and retailers, telecommunications firms and other whose business is the generation, distribution and use of information and information technology.

IIA is sponsoring a special conference on how to apply and profit from the "information revolution." The conference, running Nov. 4-6, is called "The Electronic Goldmine," and consists of five sessions. All five sessions will cost \$95.

The conference will be held at the Shoreham Hotel, 2500 Calvert St., N.W., Washington, DC.

For information and registration, contact: Information Industry Association, 316 Pennsylvania Avenue, S.E., Suite 400, Washington, DC 20003. Telephone: (202) 544-1969.

CORNELL COLLOQUIUM RESCHEDULED

The Charles Valentine Riley Memorial Colloquium originally scheduled to be held November 5-6, 1985, at the National Academy of Sciences, has been rescheduled. Because of some matters of organization and publicity, the planning group has decided that additional publicity and enlarging the scope of the program will enhance the program content and participation. The event, jointly sponsored by the Cathryn Vedula Riley Trust and USDA in cooperation with the Board of Agriculture, National Research Council, has been postponed until October 1986.

Program inquiries may be directed to: Dr. Edward H. Smith, Department of Entomology, Cornell University, Ithaca, NY 14853. Telephone (607) 256-8067.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments or inquiries should be addressed to either Denver Browning or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

